

EPISODE 24

[INTRODUCTION]

[00:00:04.1] ANNOUNCER: Welcome to the Creative Empire Podcast. Each week, Reina Pomeroy, the life and biz success coach and Christina Scalera, the attorney for creatives are taking you up close and personal with successful influencers in the creative community and tackling your biggest business hurdles. Their mission is to help you, creative entrepreneurs, think beyond your daily biz so you can make the brave decisions that build your Creative Empire.

[INTERVIEW]

[00:00:35.9] RP: Hey all, it's Reina and I'm here with Christina.

[00:00:38.2] CS: Hello.

[00:00:39.6] RP: And on today's Creative Empire Podcast we have Farideh Ceaser of Farideh.com. I'm going to spell her name because it's a little trippy, but awesome and Farideh is a musician and a launch strategist. Can we get very different categories of work, right? So cool.

But after 15 years on the road touring as a musician, Farideh switch gears and now helps creative entrepreneurs launch their big ideas and online courses. She regularly delivers her wisdom in the form of songs, lots of YouTube videos on Farideh.com. So we're going to be talking a little bit about launching and what that looks like for your creative business.

So thank you so much for being here Farideh.

[00:01:23.6] FC: I'm super stoked to be here. When you were introducing though, it sounded for a second like it was "the Creative Vampires" I was like, "Wow, interesting" but I knew it was Creative Empire. I am pretty stoked to be here, I really enjoy your podcast.

[00:01:39.4] RP: Awesome, well we also serve creative vampires too.

[00:01:44.1] CS: Yeah, love it. We'll go with it.

[00:01:44.1] FC: People who are up late at night on their laptops.

[00:01:51.2] CS: Drinking wine.

[00:01:52.2] FC: Yeah, wonderful.

[00:01:52.9] RP: So tell us a little bit about how you got from musician to strategist and what that really means. What does it mean to be a launch strategist?

[00:02:01.2] FC: Okay, so like you said, I was a musician for 15 years and I learned very early that especially in the music industry the way it is now, built on an old model that these talented individuals would go and find people who are very business oriented and that's how they become successful. But then of course, the bottom filled out of the music industry and suddenly, all of these artists had to become business savvy.

I figured it out super young because my dad was a musician so I started studying business at the age of 13 trying to figure out how to combine these two and I became really passionate about business and "launching" is just a fancy word to say "marketing" but it's usually about a specific event. That event could be a sale, it could be a product release, it could be a party or just a promotion but it is marketing. It's just another word for saying "marketing".

I used to be a marketing stud just until I realized that launched right just to settle a little bit more plus I am really good with the lift off. I'm not particularly systematic because I get bored. I'm a creative. I had to change my bio too because I originally thought that I'd like stop doing music and just pursue this business for full time but I kept doing music on the side. Now, I'm starting to see that it's switching back to being 60-40 or 70-30 where I am actually more musician.

[00:03:26.4] RP: Because you're touring right?

[00:03:27.9] FC: Yeah, I am touring and performing and doing music videos and so that's like taking off. So I'm just having to, you know, we start these businesses and then we continue to

have to pivot and change and grow and take risks. We think sometimes that just quitting our job and starting our business will be the only risk we ever take but really, you continue to take risks every couple of months as you have to change and to honor your excitement and your inertia and your passion, because we're creatives. We're like, "Oh yeah, I'm not interested in building websites for psychologists anymore. Now I want to make websites for dishwashers." I'm not sure?

[00:04:09.7] RP: And you have to honor that creative...

[00:04:11.0] FC: Yeah and you have to honor your dishwashing creative vibes.

[00:04:14.5] RP: That's hysterical. Yeah, so I love just how authentic you are and you just show up just as yourself and I adore that. One of the videos that I always posts whenever people talk about you is the get back to work girl song and I just sent it to Christina and she was laughing hysterically because I think it's very true. So how do you make both of those things come together like the creative music stuff and then the launch stuff under one Farideh.com roof?

[00:04:47.0] FC: Well, I would say it's continuous to be a challenge as I continue to develop my voice because on one side when I'm highly creative and on the other side I'm super business savvy and so sometimes I love those epic blog posts where people share all the nitty-gritty and that's kind of what I've been experimenting with but I realized that's not my ninja power. My ninja power is writing these ukulele songs.

I kind of learned that in music, you have to learn how to be authentically yourself because you notice in real time, the people energetically turn off when you don't show up as yourself and it's a little harder online because you don't always know why people aren't responding to your blogs or because you're not getting direct feedback but a lot of it has to do with your not really being yourself or not experimenting with what side of you there — because we're also multidimensional.

Do I share that honest emotional heart centered person or do I show more of my wacky self or do I share more of my analytical self? And it's like experimenting with your online presence to

see kind of what picks up and being bold enough to do it because it's risk, right? It's a risk to be yourself and that's a risk worth taking.

[00:06:05.1] RP: I think you've used that word a lot already just taking risks, just taking that leap kind of thing and it's a very continual process in your world.

[00:06:16.8] FC: Yeah and the more you take them, the better you get at taking them.

[00:06:21.1] CS: Yes, so you work a lot on launching and you work a lot on marketing, what risks or launches or something like that, what have you taken that has worked and what risk have you taken that you were like, "Why did I do that?"

[00:06:36.0] FC: Well, okay so let's see, when you're launching, it's about putting yourself out there and putting a product out. Part of the risk is people get worried about being too salesy or just kind of the doubt, like will anybody even buy it? So here's some risk I have taken in my craft. I have created an album once and I put 20 grand behind it and then realized that there was no audience to sell it to.

So that's a huge issue that most people have is that they actually don't develop an audience to sell it to. Now of course, if you're making websites and you're selling your websites for \$500, a thousand, \$2,000, you don't need a large audience but if you're selling one CD for \$15, I need to sell 1,200 CD's to make \$15,000. That was a big risk that I took that just before I launched it, I realized, "Oh, I don't have anybody to sell this to."

So I figured out what my launch plan was and for me at that point, my launch plan was just to get on a bus and travel the world to people's houses to sing for them so that they would buy it, which is a very, very emotionally and physically taxing launch strategy but I had to put it out there and that was the only way I could think of to sell it with the resources that I had at that point and then okay, so here is another risk I took that worked out a little bit but then didn't work out.

I created a course called "The Fun and Simple Launch", so this is what I do now and I worked a lot with what I call "launch monsters", which is the emotional part and I put it out there and it sold

okay but it didn't sell great. It didn't sell amazingly well and so actually pulled it. I just pulled it. I was like, "Whatever, it's not going to sell." It's not that it wasn't selling because it was selling okay, I just wasn't proud of it and that's a huge important element.

Especially when you're a creative entrepreneur, it's not always what actually makes sense so much as what feels good and Monday, I threw together a course on Facebook ads and people loved that and I was like, "Oh all right, well just going to do more of that I guess?" Sometimes it's just like putting stuff out there and really trying and then I don't know if that explains, but just try things.

[00:08:49.0] RP: I love that that's your philosophy though, "Just try things, see what sticks" and your Facebook ads course it's not Facebook ads for anybody. It's Facebook ads for launching and I think it's that specific that people really noticed that they needed that and you have Mel Wells who's taken it and people who I respect who have taken that course and have made a killing off of it.

[00:09:12.8] FC: Yeah and also that's something that it doesn't always make direct sense and that's the power of being a creative person is that you're not always doing logical things and so you're going to become naturally innovative based upon the creative insights you have and the passion or the desires that you're following and I'm in that mode these days of trying not to do what I think I should do. Because when I do things that I think I should do, they're actually far less successful than when I do things that I want to do because we're such intuitive creative people, if that makes sense?

[00:09:51.2] RP: Yeah and you are putting energy behind the things that you want to be doing so you're probably going to throw yourself harder into those. I see this problem that people have where they're new-ish in their business but they are so attracted by this idea of passive income that they feel like they need to create something immediately and it sounds to me like you had a ton of experience, a ton of expertise before you started creating some of these passive income courses or products and they might not have an audience. So I'm wondering like chicken and egg, what's the process or what's been a good process for you or your students?

[00:10:26.9] FC: Yeah, right. I totally see what you are talking about, that's kind of like putting the horse before the cart, the passive income thing. Okay, where you start with passive income is it really depends on your needs. So for me, I needed to make an income pretty quickly and passive income has usually a lower price point than a service based thing and if you're service is — sometimes you need to raise the price on your services, and you'll need to make your services as passive as possible.

That's usually where I tell people that's where freelancers need to start. You make your services really passive and so what I mean is that you have a work with me form, you have a hire me form, you have your contracts up on deck, you have your invoicing, you have your welcome sheet because that's where I started so that actually I would save myself 10 to 20 hours a week because I didn't have any of those issues that lots of people have with their clients.

That created space and testing for me to create passive products. So if you can sell a course for \$100, you need a much larger audience and services and I noticed this because I am going to this transition in my own business right now, that I used to have clients who pay me very well for my services and now I'm moving and so I didn't need a very large e-mail list or social media and now I am moving into passive products because my life has changed and I can't provide services anymore just because of my life.

So I need a much bigger audience and that takes time and money to develop so that's where I say, "If you are starting out and you want to make passive income, start with pacifying your services." And probably raise your rates and your services because we know that women are listening and women, you're under charging for your fantastic — like double your rates, that's just what I'm going to tell you right now, just double your rates. I know you're charging at least half if not a fourth of what you should be charging. So if you didn't get anything from this podcast episode, just double your rates girl. Just double them.

[00:12:27.6] RP: Make a song out of that, okay?

[00:12:28.9] FC: Yeah, exactly. That's a good point, I probably should. I'm pretty passionate about the fact that people should be charging more for what they do.

[00:12:33.9] CS: Yeah.

[00:12:34.2] RP: I hear you, you're super passionate.

[00:12:36.4] CS: Yeah that pricing your rates and pricing your courses is so difficult because it's all relative like Shanna Skidmore just came out with a course and she launched it at \$2,000 price point versus the week before I saw Jenna Kutcher launched an Instagram course and it was a \$250, \$300 price point. Clearly, the Instagram one it looked like it had less content and that kind of thing, less support behind it and all that kind of stuff.

But at the same time, I think it's really relative to who your audience is and so how much does your — I think Jenna's audience is a little bit maybe newer. I think Shanna's audience, she was coming from a place of, "Well I don't have time to provide services anymore and my services cost five times the amount of this course. So why don't I just automate it, give it to you and you can watch it anytime course and so it's convenient and then it's also less expensive?" And that she could help more people.

How do you figure out who's in your audience and how do you figure out what they will pay for one of your passive income streams or whether it's a course or a workbook or a contract template or whatever. What's a good way to gauge that? Do you have a formula?

[00:13:40.9] FC: Part of it is, what are people asking you for?

[00:13:43.6] CS: Yeah.

[00:13:44.2] FC: And part of it is looking at your traction on your website, who is hitting up certain things and part of it is just getting onto Skype and talking to people and asking them what are your problems? Would you pay for this? Is this is the solution? What would it need to be to be your solution, right? So when I first started out, I knew I wanted to create a course so I had a freebie and then a big part of it was, I also had an opportunity that you would get a spot at my course when I released it.

And I asked them these questions like, “What have you tried with launching? What’s not working? What’s the biggest thing holding you back?” So I knew that a big part of launching was what to do when because it’s not a linear process. You’re doing lots of things at the same time as you get closer and closer and closer to the day you’re periodic is for sale and so yeah, set up a survey on your site or your e-mail has a follow up asking people to do it.

I also had a big goal like talk to a 100 people on your list and find out. Also, I just scour Facebook groups to find out what people are asking questions about or venting about like especially Facebook ads. People are happy to vent about their Facebook like, “Why is it killing me on the inside? None of this works! I want to smash something and explode at the same time!” So you know the people are in pain about their Facebook ads.

That’s what I did with these Facebook ads course. I wrote a blog about some of the stuff I was learning and I noticed that I had a lot of traffic based upon that and I noticed that people after they looked at that blog, they went to my work with me page and I noticed that there weren’t many Facebook ad courses out there at that time and there really still isn’t actually. There are some but not that many and so then I scoured the internet trying to find people’s pain points and their questions and that’s how I created that passive income product.

[00:15:48.5] RP: I love that and I think what you’re saying is that you pre-validated anything that you wanted to create before you actually created it because it takes a lot of time, it takes a lot of effort to put into actually doing the work for that.

[00:16:00.6] FC: It’s kind of such an interesting process too because creatives naturally have a crazy ton of ideas but we don’t always know if they’re going to sell, right? So when I am writing a song, I’m not thinking about whether there’s a market for that because that’s not the right time to be thinking about that but in business, you need to be thinking about, “Will somebody pay for this?” Right?

You’ve got no shortage of ideas. Just choose the one that’s actually going to make you the most money. I have a ton of ideas and I run the numbers and I’m like, “Oh yeah, that’s not going to fly. I will make money but it’s a lot of work, or that’s really time consuming or actually that’s not going to take me to a place I want to go.”

[00:16:42.3] CS: Yeah.

[00:16:42.6] FC: I'm just ranting here on your podcast.

[00:16:44.3] CS: No, it's great.

[00:16:45.7] FC: Apparently, I don't talk to enough people these days.

[00:16:49.2] CS: So Farideh, how much of launching your passive income courses and moving away from services, how much of that was creating at first, a minimum viable product and really getting something out there or is the final version out now? I mean do you revisit courses and launch new ones based on old ones? Or do you just like to start with an MVP and build off of that, so to say?

[00:17:15.9] FC: Yeah, so I really didn't do the minimum viable product. I didn't go that route so I started with I have these launching services — no, that's not true. I did start, you know? I started so long ago with just a little thing. I realize, I totally forgot about this thing. I first started, you just try things. So at first I thought I wanted to help people find their tribe. I started a podcast called Your Tribe Finder Podcast, and I had a little course called "The Tribe Finder Thing".

I just sold it and I didn't create the content. I just found out who would pay for it and I had two people sign up, "wo-hoo two people", but they did buy the higher end version of it so that involved some coaching. So it's pretty good money except it wasn't when I realized when I did the up-sell. So it was awesome that only two people purchased because otherwise I would have lost a lot of money.

I also learned I don't like coaching because I only have a certain capacity for a lot of people and I can't do 15 sessions a week that will never happen. So I guess I did do it minimum viable project which was like, I knew I was going to do live coaching and I was going to do in person coaching and so I did it and it was somewhat successful and then I realized, "Heck no, I didn't want to do this. I want to be a launch strategist. I don't want to help people find their tribe, that is boring."

And then, so I was a launch strategist. I'm very honest about with my boredom. I started providing launch strategy and to be honest with you, I didn't really know too much about launch strategy, I just knew that offline launching really easily. I was like, "This isn't hard. Okay and then online you need to add certain pieces." So I almost started working on that course pretty quickly and then I just launched that course.

And I think at first it sold like 30 spots or something so that was pretty good. It was no six figure, seven figure launch that people talk about but it's pretty rare. We hear a lot about the six figure launches but really, they don't happen out the gate very often, like at all. It's like meeting your high school sweetheart and falling in love with him and he's the best man in the entire world. That's a rare and usually you have to kick at the can a couple of times before we find our prince, right?

[00:19:29.7] RP: True story.

[00:19:30.8] FC: Yeah, true story and that's the same with launching. Once again, I'm ranting and I don't even remember your question Christina.

[00:19:36.2] CS: No, I think you bring up a really good point though which is you don't have to be an expert to launch a course. There's two tracks I've seen people go, and I'm not the first one to talk about this. It's not like my idea, but you can be an expert and launch as an expert and have the expert opinion on something. Or you could bring your audience along with you as you grow and develop and show them.

Actually research that's coming out now is showing and I am being a bad researcher, I can't quote it but I've seen a lot of different studies lately in the Harvard Business Review and different kind of places where it actually talks about how you are very suited to teach people if you're in that bring along phase rather than as an expert because you remember what it's like for them as their launching a business or whatever.

[00:20:23.5] FC: Yeah and I mean when I created my Facebook ads course, I really went through that like, "Who am I to be doing? I really am no expert, there are some serious experts

out there who really understand various optimizations that, to be honest with you, I still don't know," and I would agree with what you're saying Christina because I am always having to do of all the courses to create, I don't recommend a Facebook ad first because it's not particularly passive. Because every six months I have to redo it because Facebook is like, "Oh yeah and we've changed your..."

[00:20:56.7] RP: Anything in this thing.

[00:20:58.6] FC: Yeah, exactly so I'm like, "Dang it Facebook! Not again!" So it's not very passive, I will say that right now. So I really struggled with that. I saw all these other people who run all these incredible giant campaigns for these famous people and I'm not that person but I think that when I was first starting, I was almost better at it, the teaching it because it was easy for me to really think about what is the essential things to teach people?

That's something that happens. The more you become more and more expert, the more you're like, "And this and this and this," and then people are just flooded and they're not going to have success with your course. You've got to hold back, you have to hold back a lot of information to figure out like what are the most six essential steps that they have to do to be successful and then they can take it from there.

[BREAK]

[00:21:45.3] ANNOUNCER: Are you enjoying the show? It would mean so much to Reina and Christina if you take two minutes and head to our iTunes and leave a review. It doesn't take much time but it helps them bring you more value packed content.

Back to the convo ladies.

[BACK TO INTERVIEW]

[00:22:01.7] RP: I totally agree and I come up with the analogy of the freshman orientation leaders that are sophomores and juniors and they're just a couple of years ahead of you and they are your peers but they're a little bit farther ahead. So they're like in the trenches and they

can relate to what you're going through and if you're so far ahead, it's hard to remember back to what the pain points were, what the struggles were, and so I love what you're saying.

[00:22:27.3] CS: That is such a good analogy. If you're a professor you're not in a better position necessarily to teach someone about that the social aspect of dorm life.

[00:22:37.2] FC: Yeah, no exactly.

[00:22:38.3] CS: That's such a good analogy and Farideh, you have attracted some pretty big attention to your course. I just was looking through the testimonials, some pretty "internet famous people," Nikki Elledge Brown, Caitlin Bacher. So how does that make you feel and how does that helped your course?

[00:22:57.3] FC: Oh that's a really good question. I think that there's people who've bought the course based upon those testimonials or whatever. I mean to be honest with you actually, you know how I found Caitlin? I didn't know Caitlin took my course actually. I sent an e-mail to my list being like, "Hey, I don't know enough about you. Who are you reading these days? Who are your favorite blogs?"

Then I went through and was like, "Ooh, Caitlin Bacher and the Nectar Creative," I was like, "Cool," and then I look for them on Facebook I was like, "Oh wait, these people have taken my course. I didn't know that. All these people are cool." I don't spend very much time networking online because I'm actually networking in person, doing shows and stuff and so that was pretty cool and Nikki Elledge Brown, I knew her and I have known her.

So when she enrolled in my course I was like, "Oh my God" and then Mel Wells actually, she wasn't really well known when she took my course. She just took Facebook ads, she had a lot of luck but also she has an incredible product and she was picked up by Hay House and stuff like that. She took my course before that so yeah, it's been nice. Like I said, where does Facebook ads fit into launch strategist? It doesn't but it does.

[00:24:18.2] CS: Yeah, it definitely does. I think so.

[00:24:21.5] RP: It doesn't but it does. I have a question around what I think creative entrepreneurs are going to get stuck on when they think launch and I think we started talking about this when we hadn't hit record yet but people get so burned out by the building of the products that they don't actually launch the product properly. Can you walk us through where does product creation end and launch strategy begin?

[00:24:44.8] FC: Okay, so I totally understand this because just coming from a music world, people spend so much money on making of an album and none on the promotion and really the rule of thumb is, however much money you spent or time you spent on making the product, it's about how much money and time you need to spend, if not more, on the marketing of your product and so that is like a brain explosion for most artist. They go, "What? But I spent all my money on the product," because they're so proud of it. But then, you have to sell it.

[00:25:19.6] CS: Yeah because no one knows that it exists.

[00:25:21.4] FC: No one knows it exists and the people who maybe know you, need to know again you have a product. So we create a product, the launching is the marketing and the selling of it, which is like creating it one third, marketing and selling the two thirds, right? Does that answer your question Reina?

[00:25:38.9] RP: Yeah, it totally does. So when somebody hits publish on a blog post, that's not actually like or like a blog.

[00:25:45.4] FC: You've released it.

[00:25:47.3] RP: You've released it but what is the actual launch look like? What is the promotion for creative entrepreneur who might be a photographer, can you walk us through that maybe?

[00:25:56.1] FC: Yeah, I think a blog is a really great example because sometimes people will be like, "I don't know what to do when I'm launching." It's like, "Well actually you do it all the time." You press publish on your blog and then you send it on. You're like, "I'm going to do a Facebook post about it and a Twitter post about it and then I'm going to send it on to my

newsletter and then maybe I'm going to do a Facebook Live about one section of my blog." So that's like a mini launch of your blog.

Now if you are going to say, you're making a product, you would be like, "Here's some behind the scenes photos of me making my product." I'm on Instagram a couple of weeks before and then being like, "Guess what? August 27th I'm releasing this product," and you kind of seed promote it. You have a little opt in page and you're like, "My awesome product.com" and people sign up to find out about it.

So you are placing the seeds of desire. I have to say it's like a burlesque dancer who's teasing you while she's taking off her glove, you're like, "Yeah, this glove is going to come off on August 27th. Here is me taking off one finger and another, check it out, August 27th is coming," and she's teasing up the big reveal of her full hand and that's what you want to do and then you want to sell that full hand.

You want to keep talking about it and you know be like, "Oh, this person said this," and does that help? You send out — it's back to what I said that launching is non-linear. It's like a star formation or like a shell, it starts like a big in the circle and then it goes smaller and smaller and smaller. So at first, you're sending out e-mails and then you're tweeting about it and then you're telling your friends about it and then you're talking about it in a group.

Then you're sending another e-mail and then you're doing some Facebook ads about it and then you have a Pinterest post about it and you're doing all these things at the same time as you get closer and closer to your launch date or closer and closer to the close of your sale. Now, I know you can launch services too being like, "This month," — let's say it's September, so let's say school photos. That can be a launch in itself. I actually wrote a blog post on freelancer freedom about the photography strategy for launching, which is they're always selling.

You can always take a photo of somebody's family, always, right? But the way they launch, the people who are really, they think about the calendar and they make promotions around it like school year, Christmas, Valentine's Day, family photos over the summer, weddings and so they're doing promotions around these things and that's their launch. They're like, "September 1st, starts school photos, book in now for \$50 off."

Then the next one is a testimonial about a mom being like, “I’m so glad I had my daughter’s photo taken. I’ll always miss those two front teeth that she doesn’t have,” and that’s what they’re launching around. So I guess I just wanted to give an experience of how you would launch services because I think that that’s also a different...

[00:29:03.3] RP: It’s a different beast, yeah.

[00:29:04.3] FC: It’s a different beast because they’re always for sale. The same thing could be for yourself with a website designer. You are doing a little promotion maybe not on websites but on smaller products like, “I’ll do your social media banners this month,” or something.

[00:29:21.0] RP: Yeah and I think too what you’re saying is with that shell analogy is that you have to keep talking about it. You have to keep teasing that one finger over and over and what I see and Christina you probably see this too is we talk about it one place and then we’re done talking about it because obviously, you put it out into the world so it’s done.

[00:29:39.8] CS: Yeah and I have a bad habit of that and I think that’s where Edgar has come in handy just recycling things because you’re really not going to be annoying as you feel like you’re going to be and that’s one of the launch monsters that I’ve had to get over is that I feel like that I’m going to push people away from my list and push people away from my products and services because I do this launch.

So I’m trying to figure out how to separate that so they can opt in or whatever and I’m sure you know. I’m actually looking at your Facebook ads course right now. I’m like, “After we get off today, that’s something I need to buy right away.”

[00:30:15.9] FC: I like it. Yeah, well I think that is so true Christina and that’s one of these things I always tell people to do is automate your social media because you only have so much capacity to talk about yourself and promote it so you might as well automate your social media so you are not using up any of that ability on something that can be scheduled out in advance. Some people are able to talk about themselves and promote easier than others.

And so if you just promote, do it on social media and don't even think about it then it's done and same thing if your launch emails. If you can schedule them out in advance and what I'm talking about in particular is usually the e-mails that go out during the time your product is for sale and you're like, "Buy it now! How about now? Last chance, done," right? But if you're sitting there and thinking every single time.

"Oh my God, who is going to unsubscribe? How many unsubscribes?" every single time you're using a valuable energy that you can be using talking to people one on one or doing a Facebook Live or doing a webinar. So you might as well just try and write those out and schedule them in advance so that they're even out of your mind so that even you're not being bothered by them yourself, right?

Because like you said, nobody is sitting on your Twitter feed and by their e-mail waiting for every single tweet and e-mail from you, right? So that's why you have to hit them multiple times. There's that rule of thumb, I'm sure it exists everywhere, I always think about it in the music industry which is that people need to hear your name seven times to remember it. People need to hear about your launch seven times before they're even going to think about buying it.

[00:31:45.2] RP: Yeah, totally and if they're already on your list, they're already starting to get warm but if they're brand spanking new, they really do need to hear it over and over and over again, in different ways.

[00:31:54.2] FC: You've got to warm it up.

[00:31:55.5] CS: Yeah, exactly. Yeah, one thing I constantly have to remind myself is that I've created this for a reason and it's because people ask for it. It's hard to remember that. It's funny, we talked to Heather Crabtree earlier today and so we kind of briefly mentioned, "Do you want to talk about systems?" And she's like, "No." She's right in the throes of — I'm in that course and she's right in the throes of delivering that course.

She's done the launching and now she's making sure the content is getting delivered and it's just funny because you get to place where you're like, "I don't want to see this anymore," and so what you say is so pertinent because if you can create a launch strategy, then that's one less

thing you have to worry about later on after you have launched the course and people have bought it. Now you can just focus on the actual course content itself and whatever else is with it. The Facebook group, the mentoring, whatever else bonuses you have.

[00:32:50.0] FC: Yeah, exactly and just worry about that stuff and worry about promoting it in other ways because you've got to free yourself up because there's very few people who are happy to promote themselves 24/7 every day. Usually they're called ego maniacs and none of us want to be that.

[00:33:06.4] RP: It's pretty draining to do that I bet.

[00:33:08.8] FC: It is and even just to get — at first one thing I talk about too in launching is that it's a skill set, not like some destination you do once because no matter what business you own for the rest of your life you're going to keep launching and so your capacity to talk about yourself and promote and sell now is different for myself. What it used to be, my capacity of what it used to be was like, "Oh God, I have to do like one e-mail." And now, I'm like, "Oh yeah, 30 unsubscribes, oh well."

[00:33:43.1] RP: Yeah, some people might not even have a list but what is your mindset around losing subscribers?

[00:33:50.9] FC: Oh I don't even worry about it at all. That's so normal. It's normal even if you see Pat Flynn who goes through his ConvertKit. He gets a convert kit tutorial and you see 600 unsubscribes but that's because his list is 100,000 people. So that is part of life and I don't know about you but my favorite people online, I'm unsubscribed for their list and I'm always checking in on what they're doing. Which is another reason why you should all have Facebook ads because you can send ads to somebody who's been on your website in the last six months, pixels.

[00:34:30.8] CS: Okay, now I really need this course but also you teach in here because this is you're speaking...

[00:34:35.5] FC: I'm not trying to sell it to everybody but it's just like...

[00:34:36.8] CS: No, it's like a foreign language but I have heard this terms but honestly when I hear words like SEO, I just kind of "Ugh," and like ignore it. I'm the ostrich in the sand. I just ignore it for now, it will go away and I'll figure it out later.

[00:34:54.7] FC: It looks so dry, that's part of it.

[00:34:57.1] CS: Yeah but it's a really essential part of your business. I've never heard of any business that grew or developed without Facebook whether it's a group like Heart Centered Biz Bosses or Facebook ads is more common so what are some things that our audience members might expect to learn in your Facebook course/I want to learn?

[00:35:15.8] FC: Yeah, part of it is that placing that pixel on — so you can place a pixel on your website and what happens is that means you can track anybody who's visited your website in the last six months and why that's helpful is, we can get so specific as, let's say you are a photographer and you are selling your photos for a wedding. You can track somebody who went to your wedding photography URL.

So let's say you have multiple galleries with your URL and then you can retarget them with an ad that says, "Book your free session with me today," and so you don't lose that person just because they went off your site and there's ways you can make sure that somebody who accidentally went there doesn't need to come back but yes. Let's be very clear, you can do that so that somebody from Bangladesh came to your website and looked at your wedding photography, you don't have to spend money on that person.

You can narrow it down but that can be really helpful if you have a "you can work with me" strategy. So that anybody who ever comes to your work with me page is retargeted to an ad to set up a consult for you. That's super helpful, right? So like I have something on my site where it's like if you come to my site to look at my high level Facebook blogs, I retarget with an ad to buy my course.

So it's kind of like, you could try it as a minimal viable product too. You'd be like, "Oh I don't know if I should create this course. I know, I'll set up an interest list that follows people who

come to this certain blog,” and so this are some of the kinds of things you can do. Another thing you can do is expose your work to other audiences. I was thinking today of how I think Facebook ads maybe, let me just say this, like an act of feminism on my part.

That’s why I’m really into it because there used to be so many barriers to growing your business or moving up in the world. Say it was a glass ceiling, say it was your boss, say it was money. I worked in advertising before and a billboard can cost \$1,000 or more but you can start targeting the people who are actually your potential clients for three bucks or \$100 a month and that’s where I started and that’s what grew my business. So you remove your own — there’s no gatekeepers anymore to your success.

Obviously, you have to have a great offer, you have to have a great landing page. I can expose my work to Marie Forleo’s work, Marie Forleo’s fans and so I can grow my business by accessing these people who have already been said that they are interested in similar things and that’s kind of like where the magic is. People are used to boosting a post but that doesn’t actually help you unless you have a strategy behind it. So once again, just me ranting on your podcast.

[00:38:10.5] CS: No, that’s tough love seriously because I’ve been there and I feel like I know a decent amount of marketing and advertising and I love that stuff but I’ve been tempted when it says, “Boost your post,” I don’t think anything is going to come out of it but it’s really tempting to just click that and be like, “Wow, people are going to come to my website now.” But it’s true. If you don’t have a strategy, you’re just wasting money because, “Okay, great so you have people clicking on your post, they come into your website but now what,” you know?

[00:38:36.2] FC: Yeah, exactly. What are you doing to really grow that in and obviously you can’t target every page but depending on the interest, once again let’s come back to your photographer. Let’s say wedding seasons are coming up. You can target newly engaged people who live in your area and then put your work in front of them, right today. You don’t have to wait for them to Google search you.

You don’t have to wait for them to find you online through some osmosis SEO weird shit, you put your ad in front of them and then you can see, so I’m doing this for a wedding band right

now. So kind of similar thing, something like “newly engaged people that have an indie wedding band”. So that’s between the ages of 25 and 35 who love hipsters and raps and then that’s how they got work and that’s pretty exciting.

[00:39:30.2] CS: That’s awesome, yeah.

[00:39:32.6] RP: It’s like how you go to Amazon and you pick out new shoes or something, I don’t know what people buy in Amazon.

[00:39:41.3] FC: Let’s say it’s books.

[00:39:42.8] RP: Books. Right, on Amazon and then all of a sudden you go back to Facebook and the same exact book is on the side. It’s like, “It’s destiny!” No it’s just Pixels.

[00:39:50.5] FC: Yeah, exactly and also you can do that too and you don’t have to be creepy about it.

[00:39:56.1] RP: I know, that’s amazing stuff. It’s pretty cool.

[00:39:59.5] CS: So Farideh, what’s coming up next for you? How are you going to continue to build this creative empire that you have started?

[00:40:07.6] FC: Oh that’s really interesting. So I’m kind of like at this crossroads where I have this online business and this band and the band’s taking off. Back in February, I was thinking to myself, “What am I doing? I am 33 years old, I just had a baby, I’m married.” I’ve been pursuing music since I was 15 and a lot of times, it hasn’t worked out and I just keep thinking like, “This isn’t my dream anymore. This online business is my dream,” and then I think, “No, I love this.”

And part of it is building our online business is having freedom to do what we want and what that looks like for me isn’t travel or palm beaches, it’s getting in a dodge caravan and being all over the world. So what’s coming up next is I’m spending more time on my band and pursuing those things and keeping my online business alive and my Facebook ads course and launching

a course on launching courses. It seems like the obvious next step but really just letting this creative ride of just letting it reveal itself and trying new things and seeing what happens.

[00:41:21.2] RP: I love that. What advice would you give to a new-ish entrepreneur who is trying to figure out, “Oh what do I launch?”

[00:41:29.3] FC: What do you launch? Okay, just try everything. I know at first that people are like, “Niche, niche, niche, niche, niche.” But at first, you’ve got to find out what you like and what you don’t like. So feel free to throw some spaghetti on the wall and see what sticks. I think that’s really important, and then you can niche down from there.

[00:41:49.5] CS: I’m doing this, you guys in the audience can’t see me because we had that exact phrase said earlier today.

[00:41:56.5] FC: Oh yeah?

[00:41:57.4] CS: Yes, that exact phrase. It was a different topic but that’s just so funny that that’s said.

[00:42:03.4] RP: We’re always having to try things right? That’s the whole point.

[00:42:07.2] FC: Yeah and I think part of it is we can get hung up on like, “What would I call it? What would be my website be like?” You can change that later. Just like start, and then double your prices, that’s it.

[00:42:19.9] RP: Can you please write that song so we can like add it to the show notes for this, oh my God.

[00:42:24.2] CS: That would be great.

[00:42:24.2] FC: I think that could probably be a catchy little number. “I like to charge double! That’s how much.”

[00:42:31.5] **RP:** And for the chorus, I will join you for that. I love it.

[00:42:33.2] **FC:** Yeah exactly. Sounds good.

[00:42:35.2] **CS:** That's so great.

[00:42:36.7] **RP:** Thank you so much for joining us. I think our audience probably wasn't expecting this but you know what? I think it's awesome and people need to hear that launching is different from creating, creating is different from pre-validating, from all the things that you really need to do to make a launch really successful. So thank you so much.

[00:42:56.9] **CS:** Yeah but before we jump off the call, can you just remind people where they can find you?

[00:43:00.1] **FC:** Okay, it's Farideh.com and it's not phonetic at all in any way, shape or form. It's Farideh.com, you can find all the song videos and all that stuff there.

[00:43:12.2] **CS:** Great, thank you so much Farideh.

[00:43:14.9] **FC:** Thank so much for having me.

[00:43:15.8] **RP:** Thank you so much for tuning in and go build your creative empire.

[END OF INTERVIEW]

[00:43:21] **ANNOUNCER:** Are you ready to build your own empire? For more information, show notes, downloads and tips on how to do it, head to www.creativeempire.co where you can find out more about this week's episode and the two lovely ladies behind it all, encouraging you to build your own creative empire.

If you enjoyed this week's show, it would mean so much to Reina and Christina if you could take two minutes to go to iTunes and leave a review. It's a little thing that makes a big difference for the show.

[END]